Allison Brannan

Social Media Specialist

Richmond VA / Washington D.C

Contact info

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Education

University of Missouri

August 2019 - August 2023
Cum Laude & Department Honors

- Bachelor of Journalism - Strategic Communications
- Bachelor of Arts - Communications with an emphasis in Mediated Comm.
- Minor in Art - Graphics
- Certificate in Multicultural Studies

Student Involvement

- Drove impactful initiatives as an Ambassador at the Journalism School, fostering industry connections and guiding aspiring journalists.
- Led 15 committee chairs of Sigma Sigma Sigma to plan events while navigating sisterhood during a global pandemic.
- Inducted in the Lambda Pi Eta Communications honor society while overhauling the recruitment process.
- Earned a coveted spot in Alpha Delta Sigma as a distinguished senior of the American Advertising Federation.
- Assigned jobs to three creatives working for a nonprofit as a Creative Lead of Matchbook marketing.

Certifications

- Hubspot Digital Marketing.
- Hubspot Content Marketing.
- Hubspot Email Marketing.
- PR Council Agency Ready.
- Skill Share Beginning Motion Design.
- Girls in Marketing Master Social Media Strategy.
- Pinterest Advertising Essentials Badge.
- Skill Share Copywriting for Social Media Masterclass.

Experience

Zimmer Communications / Social Media Specialist

June 2023 - Present, Columbia MO

- Developed and revamped social media strategies across META and LinkedIn platforms, resulting in 149,695 engagements and an average of 10,386.76% growth in followers across 10 clients.
- Present new business pitches resulting in adding over $45,000 to revenue.
- Formulated revenue-generating tactics for client accounts surpassing $12,000 in monthly revenue; fostered long-term client relationships, resulting in six client renewals so far this year.
- Optimize paid ads that drive results such as increasing web conversions by 44% for Sky Zone.
- Use social strategies to enhance client visibility and market presence. With a multi-strategic approach, Retro Metro gained 1,056,697 impressions and grew by 1,028 followers.

MMGY Global / Social Media Specialist Intern

January 2023 - May 2023, Kansas City MO

- Executed comprehensive market research, identifying key pain points and preferences that shaped the campaign's strategic direction; resulting in approval from Princess Cruises executives.
- Collaborated on the development of campaign deliverables with a team of six to implement a strategic social media plan that enhanced campaign reach.
- Ensured seamless implementation of marketing strategies on social media to provide a complete customer experience.

VMLY&R / Student Leader & Designer

January 2023, New York City NY

- Advised team of six on managing time during the campaign, ensuring a cohesive message across all channels for the Dell brand.
- Spearheaded design efforts for campaign deliverables and produced social media videos for the campaign with the help of two departments.
- Currently, Dell is implementing campaign ideas on social platforms, receiving over 10,000 likes, and expanding influencer generated content.

McCann Worldgroup / Student Designer

July 2022 - August 2022, Prague Czech Republic

- Developed a strategic campaign for Kozel Beer, targeting baby boomers.
- Completed secondary and primary research on consumer behavior, and analyzed competition, and industry trends alongside eight team members.
- Formulated a client presentation with a focus on customized solutions and strategic recommendations that included campaign materials, clinching the pitch victory.

AACN Covid-19 misinformation grant project / Media Buyer

March 2022 - June 2022, Columbia MO

- Conducted research on consumer behavior in certain Missouri counties, targeting the 45 + age group that consumed a mixture of Facebook and traditional media.
- Negotiated contracts for radio purchases at a rate of $28 per spot and a frequency of 40 spots per week, receiving approximately 25,000 impressions during the eight-week duration.